

# “Realizing the Potential of Transit Oriented Development”



## National Development Boston-Area Case Studies

November 13, 2012

Ted Tye  
Managing Partner



# TRENDS IN BOSTON AREA HOUSING

- Growth in rental exceeds that in home ownership
- Growth in urban areas exceeds suburban
- Popularity of mixed-use neighborhoods
- Smaller is better (or at least just as good!)

Trends tie to growth of TOD-focused projects



# DEVELOPER PERSPECTIVE

- Stronger connection between where people live and work
- Suburban development taking on urban characteristics
- Transit has become a differentiator between new projects
- Economic and housing growth requires a strong MBTA

# CASE STUDIES

- Station Landing, Medford
- Woodland Station, Newton
- Ink Block South End, Boston
- University Station, Westwood

Common theme: Very different projects where TOD is central to success.

An aerial photograph of a city area, likely Mystic, Connecticut. The image shows a river with a marina and several boats. A highway with multiple lanes runs through the center, with a large interchange. There are various buildings, including a large office complex, and parking lots filled with cars. The overall scene is a mix of urban development and natural features like trees and water.

# STATION LANDING

## Background:

- Failed 16 acre office project (Mystic Center)
- Great demographics (population, income, drive-by traffic)
- Brownfield site
- City views, Mystic River frontage, marina, park system





# STATION LANDING

## Transit Challenge:

- Transform an office park into a live-work-play urban village
- Activate a failed People Mover system with connection to Orange line
- Utilize a 1300 car commuter parking garage
- Change focus from a place known for traffic to one known for transit



# STATION LANDING

## Strategy:

- Re-branding (Mystic Center to Station Landing)
- Re-zoning to allow an new urbanism approach
- Re-built People Mover as the Station Landing Skywalk
- Re-focused to bring in Zip Cars, become bike-friendly and embrace green building



# STATION LANDING













# STATION LANDING



**green**apartments  
**orange**line  
**red**hotneighborhood

ON THE (T) AT WELLINGTON CIRCLE

**STATIONLANDING.COM** TAKE EXIT 29































The background image shows a large, paved parking lot with several cars parked. In the foreground, there are some trees and a tall light pole. The sky is overcast. The text 'WOODLAND STATION' is overlaid in a large, blue, sans-serif font at the top center.

# WOODLAND STATION

## Background:

- MBTA RFP to re-develop an underutilized 4 acre commuter parking lot
- Great demographics
- Abuts two golf courses, Newton-Wellesley Hospital campus
- Years of neighborhood conflict with MBTA
- Poorly maintained, unattractive MBTA station



















# WOODLAND STATION

## Transit Challenge:

- Transform a narrow parking lot into an attractive place to live
- Create a “front door” focused on a T stop and 50’ from track
- Convince the City that TOD would work and reduce parking ratios







# WOODLAND STATION

## Strategy:

- Re-branding (Woodland Station) with marketing focus on transit
- Re-zoning via 40B to allow a dense, new urbanism approach
- Re-built a new station, accentuated traditional street/building design
- Re-focused to bring in Zip Cars, become bike and pedestrian friendly
- Make TOD work on the end of the Green Line

































# INK BLOCK SOUTH END

## Background:

- Former location of NY Streets (built to provide rail link to Erie Canal)
- Full block redevelopment of Boston Herald site
- Excellent BRA vision in Harrison-Albany Corridor Study
- Neighborhood wants dense, neighbor defining development





JOHN HANCOCK  
BUILDING

ALBANY ST.



An aerial photograph of a city, likely Boston, showing a dense urban area with numerous buildings, streets, and green spaces. A semi-transparent text box is overlaid on the image, containing the title and a list of transit challenges. The text is in a blue, sans-serif font. The background image shows a mix of low-rise and high-rise buildings, with a large green area (possibly a park or sports field) visible in the upper left. A major highway (Interstate 93) runs along the right side of the image. Various street names are visible, including "Marginal Rd", "Herald St", "William E Mullins Way", "Shawmut Ave", "Millicent Wa", "Nassau St", "Johnny Ct", "Curtis St", "Paul Pl", and "Massachusetts Turnpike". A copyright notice "© 2011 Google" is visible near the bottom center.

# INK BLOCK SOUTH END

## Transit Challenge:

- Transit stops are not directly at project
- Target resident is likely a transit user, cyclist and urban pedestrian
- How to create a transit feel in a site without direct access to public transit?



# INK BLOCK SOUTH END

## Strategy:

- Branding (Ink Block South End) as a cool place that cares about transit
- New zoning to allow more height, new urbanism approach
- Dense project that combines Whole Foods, restaurants, etc. with residential
- On-site multi-modal center with Hubway, Zip Car, electric car stations and “Bike Central”
- Promoting proximity to Silver, Red and Orange lines



## Phase 1

312 units/65,000 sf retail

1 Ink - 91 units & common amenity

2 Ink - 131 units and rooftop pool

50,000 sf Whole Foods Market/5,000 sf  
retail/restaurant

3 Ink - 90 units

10,000 sf retail/restaurant



## Phase 2

4 Ink - up to 159 units

up to 18,000 sf retail



300 HARRISON AVENUE  
Boston, MA

Aerial View  
SEPTEMBER 12, 2012



ELKUS | MANFREDI  
ARCHITECTS











# UNIVERSITY STATION

- Former Westwood Station project
- Mixed use retail (Wegman's/Target) and residential (700+ units)
- Orientation to commuter rail/AMTRAK service





## ALL PROJECTS – RESIDENT SURVEYS

- Almost 50% say transit is most important factor in housing decision
- Almost 70% use transit at least once a week
- Most who don't use work at location not accessible by transit
- Most who drive to work have free parking
- Residents who do have cars use them less frequently and may have fewer per household



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